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TO: Sonya Rush
Alina Rothman

DATE: Nov. 20, 1998

FROM: Rita Schneider

SUBJECT: Themed Issues

Attached is an exhibit outlining special themed magazine editions based on the Virginia Slims 1999 recommendation. The purpose of this list is so that creative, copy or format, can be developed to maximize snyergies with these issues and Virginia Slims'. These issues sorted by themes and dates; bonus circulation is provided as available.

Recommendation

The recommended themes are based on 1) a concentration of titles delivering the same theme and 2) the bonuses derived from these issues:

Hollywood

Appearing during the March/April period, these are primarily scheduled around the Oscar's, though there are some miscellaneous issues in June and September. The magazines scheduled during the March/April period include *Allure, TV Guide, EW, People, Movieline, and Vanity Fair.* Bonus circulation for that group totals 1.6mm.

Beauty

October has a concentration of beauty issues, delivering substantial bonuses. These magazines include *Soap Opera Digest, Allure, and Cosmopolitan.* Bonus circulation for that group is 1.6mm.

Fashion

There are many Spring and Fall Fashion themes scheduled primarily during March and September. We probably would schedule the Spa creative in the March issues, but September Fall Fashion could represent a good opportunity. Total bonus circulation for these issues is 2.1mm.

Call me to discuss at your convenience.

cc:
P. LaRusso

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Source: https://www.industrydocuments.ucsf.edu/docs/qkfy0004

1999 VIRGINIA SLIMS THEMED ISSUES

	Theme	Issue	Rate Base (M)	Circulation (M)	Bonus (M)
Hollywood					
E.W.	Oscar Race Begins	15-Jan	1,350	1,421	71
E.W.	Oscar Pre-Event	19-Mar	1,350	1,439	89
Allure	*Hollywood*	*March*	*750*	*819*	*69*
TV Guide	*Academy Awards*	*20-Mar*	*13,000*	*13,268*	*268*
E.W.	*Oscar Post-Event*	*2-Apr*	*1,350*	*1,473*	*123*
People	*Oscar Report*	*5-Apr*	*3,400*	*3,923*	*523*
Movieline	*Women in Hollywood*	*April*	*286*	*302*	*16*
Vanity Fair	*Hollywood*	*April*	*1,000*	*1,180*	*180*
People	Hollywood Couples	18-Jun	3,600	3,877	277
Jane	Celebrities	September	N/A	N/A	N/A
Movieline	Hollywood Style	September	265	265	0
					1,616
Anniversary					
Glamour	60th Anniversary	April	N/A	N/A	N/A
People	25th Anniversary	3/15-3/22	N/A	N/A	N/A
Who's/What's Hot					
E.W.	It List	6/27-7/2	1,475	1,526	51
Rolling Stone	Hot List	19-Aug	1,250	1,213	-37
Vanity Fair	New Establishment	October	1,000	1,105	105
E.W.	Power People	29-Oct	1,275	1,319	44
In/Style	What's Hot Now	Jan '00	900	1,038	138
					301
High Achievement					
Cosmopolitan	Fun Fearless Female of the Year	February	2,300	2,482	182
Jane	Gutsiest Women	Jan/Feb	N/A	N/A	N/A
Time	Man of the Year	27-Dec	4,000	4,397	397
Time	Person of the Century	31-Dec	N/A	N/A	N/A
Glamour	Woman of the Year	December	2,000	2,118	118
Vanity Fair	Hall of Fame	December	1,000	1,044	44
					741
Sex					
Movieline	Cinematic Sex	February	286	315	29
People	Sexiest Man	15-Nov	3,600	3,758	158
					187

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1999 VIRGINIA SLIMS THEMED ISSUES

	Theme	Issue	Rate Base (M)	Circulation (M)	Bonus (M)
Beauty					
Soap Weekly	Most Beautiful Soap Stars	2-Mar	450	398	-52
InStyle	Getting Gorgeous	April	900	1,259	359
Jane	Beauty	May	N/A	N/A	N/A
People	50 Most Beautiful	10-May	3,600	4,426	826
Soap Digest	*Most Beautiful Women*	*October*	*N/A*	*N/A*	*N/A*
Allure	*Best of Beauty*	*October*	*750*	*885*	*135*
Cosmopolitan	*Beauty Best*	*October*	*2,250*	*2,586*	*336*
					1,604
Fashion					
Glamour	*Do's & Don'ts*	*January '99*	*N/A*	*N/A*	*N/A*
New York	*Spring Fashion*	*15-Feb*	*425*	*440*	*15*
Cosmopolitan	*Spring Fashion*	*March*	*2,300*	*2,401*	*101*
Elle	*Spring Fashion*	*March*	*900*	*1,054*	*154*
Harper's Bazaar	*Spring Fashion*	*March*	*700*	*767*	*67*
Jane	*Spring Fashion*	*March*	*N/A*	*N/A*	*N/A*
Vogue	*Spring Fashion*	*March*	*1,100*	*1,190*	*90*
New York	*Fall Fashion*	*30-Aug*	*425*	*438*	*13*
InStyle	*What's Sexy Now*	*September*	*800*	*1,240*	*440*
Allure	*Fall Color Trend Report*	*September*	*750*	*831*	*81*
Cosmopolitan	*Fall Fashion*	*September*	*2,250*	*2,786*	*536*
Elle	*Fall Fashion*	*September*	*900*	*1,149*	*249*
Harper's Bazaar	*Fall Fashion*	*September*	*700*	*798*	*98*
US	*US Style*	*September*	*N/A*	*N/A*	*N/A*
Vogue	*Fall Fashion*	*September*	*1,100*	*1,328*	*228*
People	*Best/Worst Dressed*	*13-Sep*	*3,600*	*5,063*	
Jane	*Fall Fashion*	*October*	*N/A*	*N/A*	*N/A*
					2,072

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	Theme	Issue	Rate Base (M)	Circulation (M)	Bonus (M)
Previews					
E.W.	Spring Movie Preview	12-Feb	1,350	1,439	89
E.W.	Summer Movie Preview	30-Apr	1,350	1,393	43
E.W.	Fall Movie Preview	8/20-27	1,400	1,440	40
E.W.	Fall TV Preview	10-Sep	1,275	1,345	70
E.W.	Holiday Movie Preview	19-Nov	1,275	1,306	31
Movieline	Summer Movie Roundup	May	286	300	14
Movieline	Fall Film Preview	October	265	266	1
New York	Fall Preview	13-Sep	425	438	13
TV Guide	Soaps Summer Preview	29-May	13,000	13,011	11
TV Guide	Summer Preview	5-Jun	13,000	12,423	-577
TV Guide	Fall Preview	11-Sep	13,000	13,201	201
TV Guide	Halloween Preview	16-Oct	13,000	13,005	5
US	Summer Preview	June	N/A	N/A	N/A
US	Fall TV Preview	October	N/A	N/A	N/A
US	Holiday Entertainment Preview	December	N/A	N/A	N/A
					-59
Good/Bad					
E.W.	Box Office Winners & Losers	5-Feb	1,350	1,481	131
E.W.	TV Winners & Losers	3-Dec	1,275	1,288	13
Soap Digest	Best/Worst	Dec/Jan	N/A	N/A	N/A
Soap Weekly	Best/Worst	21-Dec	450	445	-5
TV Guide	Best/Worst Shows	11-Dec	13,000	13,899	899
					1,038

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